TrustElevate is a leading CaaS* platform that provides online age verification and child protection tools for businesses.

ALL IDENTITIES. ALL AGES. ALL PARENTS. **ONE SOLUTION.**

*Compliance as a Service

TRUST ELEVATE

RegTech for Data Handling

Consumers today are increasingly aware of the dangers lurking online, especially for children. They see headlines about data breaches, algorithmic manipulation, and the spread of harmful content. Companies that prioritize profits over genuine online safety solutions risk losing public trust and loyalty.
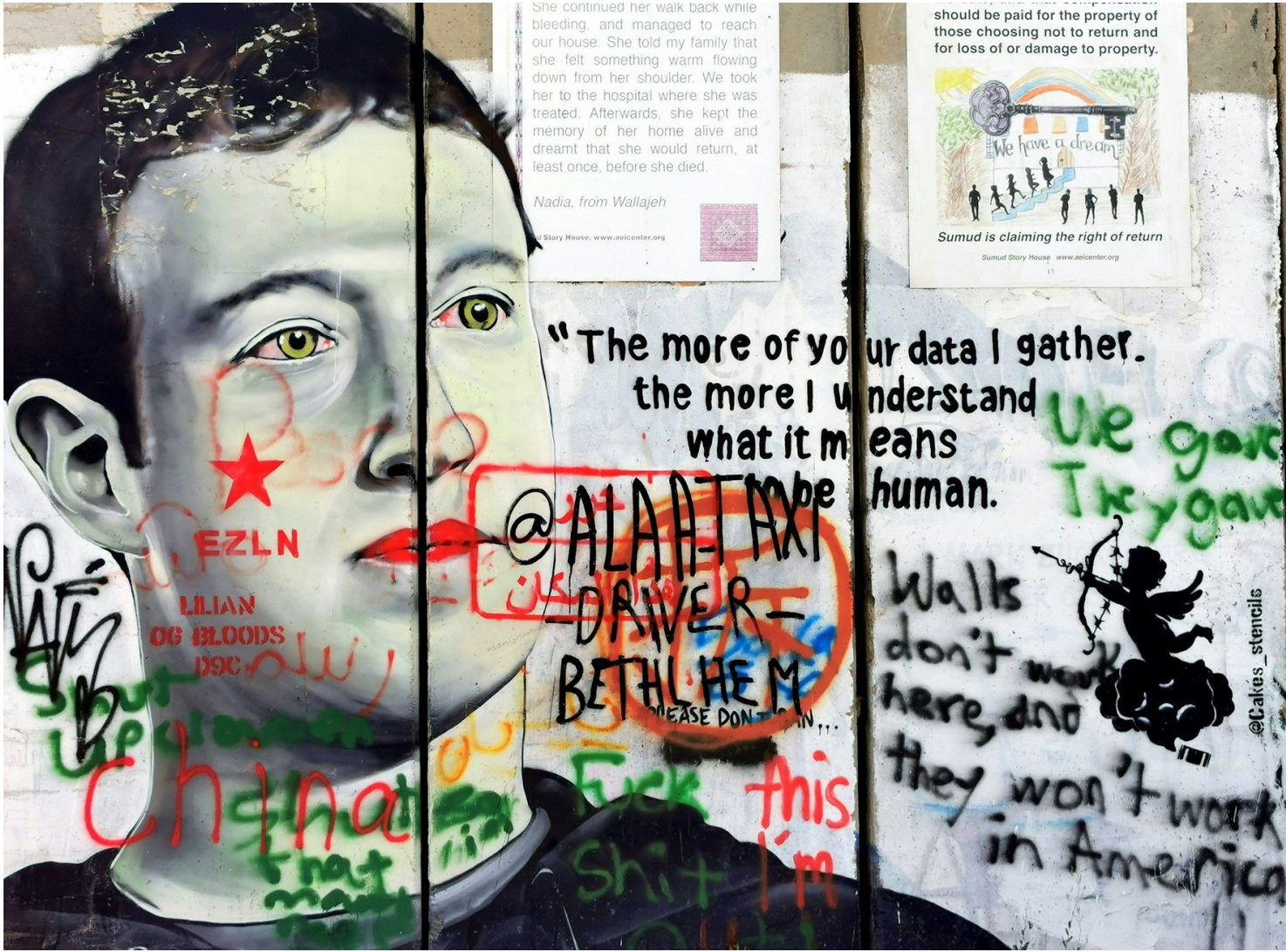
The Problem

REGULATORY COMPLIANCE

Businesses struggle to comply with complex and ever-evolving regulations regarding children's data and online safety.

DATA PRIVACY CONCERNS

Consumers are increasingly concerned about how their data is collected, used, and protected.

LIMITATIONS

Traditional age verification providers do not include <18s, making it difficult for businesses to demonstrate compliance.

Verification of Parental Responsibility (VPR) critical to meet AML requirements

SCALABILITY AND EFFICIENCY

Manual age verification processes are slow, inefficient, and error-prone.

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Recent News

Meta fined $5 billion in the US in 2019 and multiple fines in Europe for privacy violations.

TikTok fined €345M in September 2023 for mishandling children's data and family pairing.

Worry less.
Engage more.

TrustElevate offers the only secure, accurate, and privacy-focused solution for verifying all ages, including children, and obtaining verified parental consent.

Who Is TrustElevate?

Dr. Rachel O'Connell is a leading expert in online child safety. Her PhD examined pedophile activity online and the implications for investigative strategies.

Rachel is the founder of TrustElevate and the author of a technical standard published by the British Standards Institution that describes how to verify the age band a person belongs in a privacy-preserving, secure manner.

For the past 25+ years, Dr. O'Connell is considered one of the foremost experts in online child safety and age verification technology.

TRUST ELEVATE'S MISSION IS

THE SOLUTION:

A plug & play system for safe user journeys.

Our Approach

ACCURATE AGE VERIFICATION:

Confirms a user's age group (e.g., under 13, 13-18) through reliable methods.
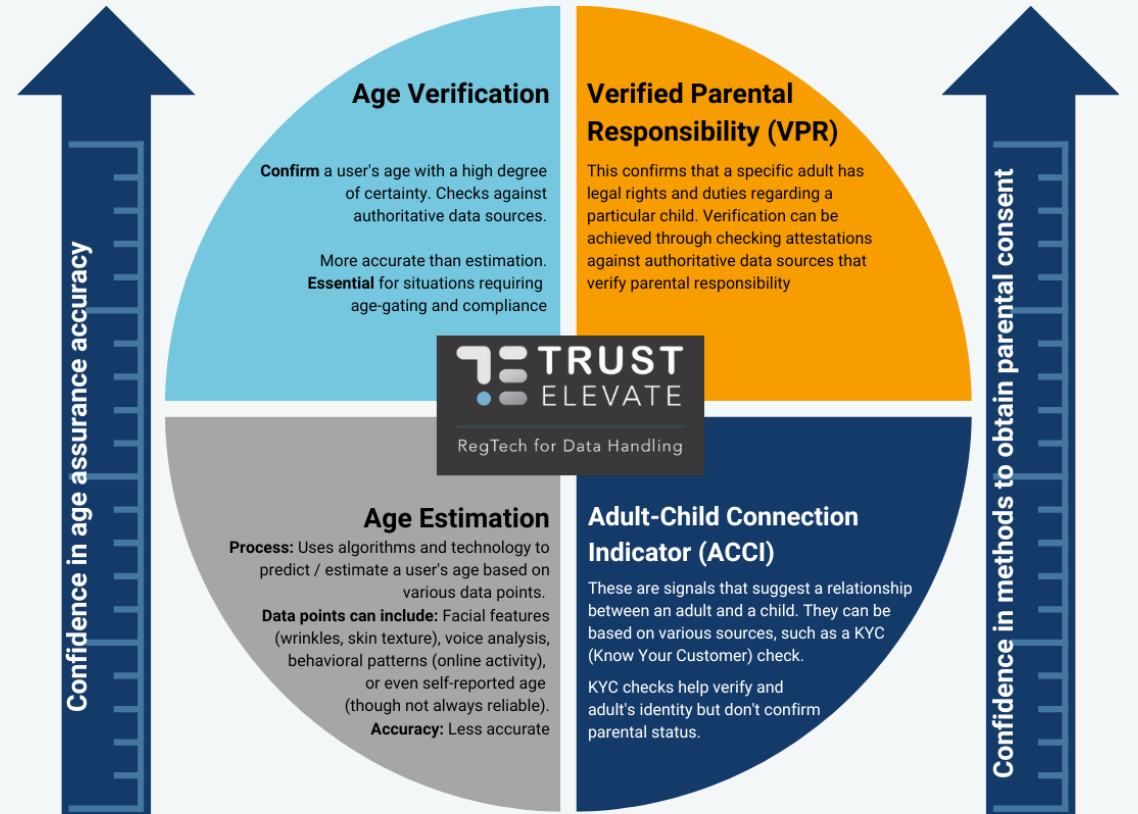
PRIVACY-PRESERVING TECHNOLOGY:

Zero-knowledge proofs verify age without revealing birthdates.

PARENTAL CONSENT FOR YOUNG CHILDREN:

Ensures a parent or guardian authorizes a child's access and data sharing.

MULTIPLE VERIFICATION METHODS:

Choose from Adult-Child Connection Indicators (less reliable) or Verified Parental Responsibility (stronger checks with legal confirmation).

Confidence in age assurance accuracy

Confidence in methods to obtain parental consent

Age Verification

Confirm a user's age with a high degree of certainty. Checks against authoritative data sources.

More accurate than estimation. **Essential** for situations requiring age-gating and compliance

Verified Parental Responsibility (VPR)

This confirms that a specific adult has legal rights and duties regarding a particular child. Verification can be achieved through checking attestations against authoritative data sources that verify parental responsibility

Age Estimation

Process: Uses algorithms and technology to predict / estimate a user's age based on various data points.
Data points can include: Facial features (wrinkles, skin texture), voice analysis, behavioral patterns (online activity), or even self-reported age (though not always reliable).
Accuracy: Less accurate

Adult-Child Connection Indicator (ACCI)

These are signals that suggest a relationship between an adult and a child. They can be based on various sources, such as a KYC (Know Your Customer) check.

KYC checks help verify and adult's identity but don't confirm parental status.

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Key Benefits

CUSTOMER CONFIDENCE

Tailor your content, products, and services to the age of your customers, and protect your brand from online harms and bill shock.

DATA ETHICS

Enabling accountability, transparency and fairness. Zero data transfer means your business is not at risk.

REGULATORY COMPLIANCE

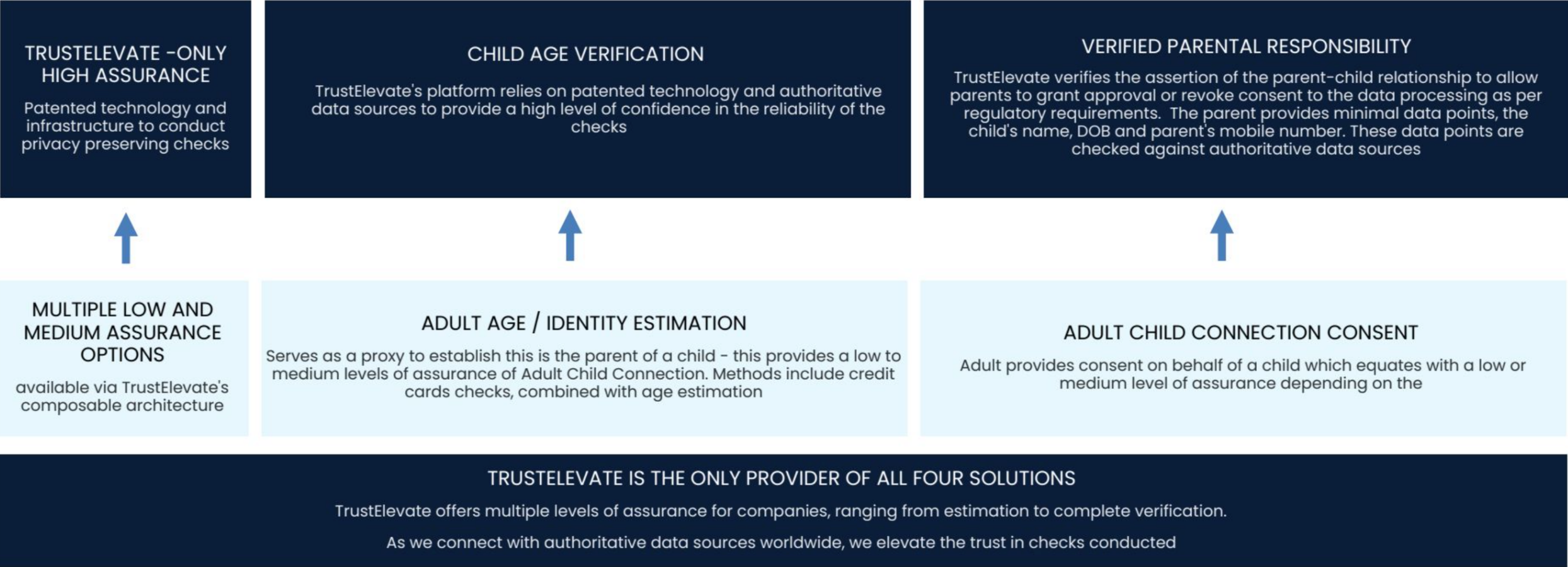Our solution enables compliance with GDPR, AVMSD, PSD2, ePrivacy Regulation, Online Harms.
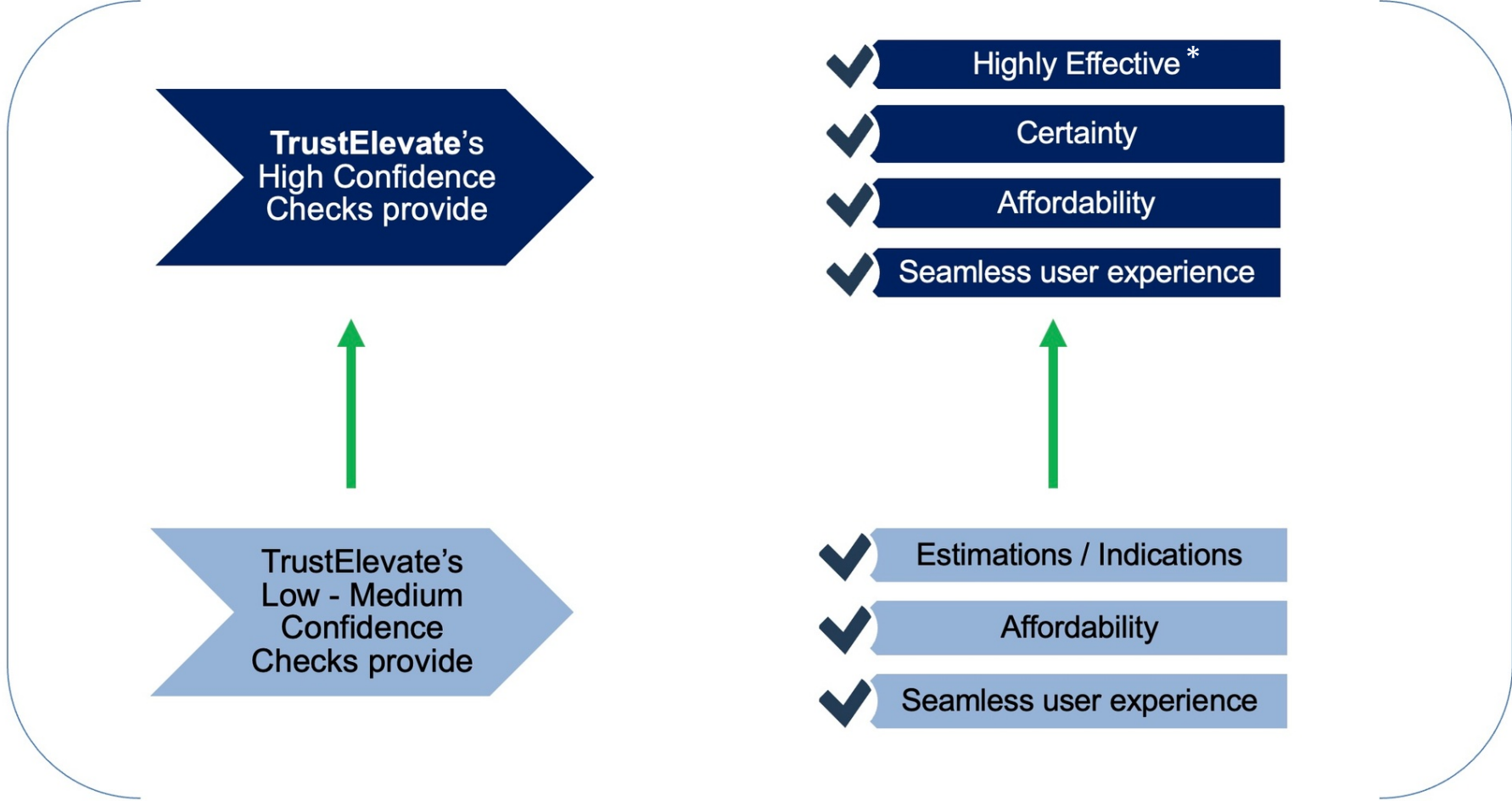
TrustElevate's Full Spectrum of Low, Medium and High Confidence Levels

Businesses are required to reliably know the ages of all users and for younger users to obtain consent from a verified parent

TrustElevate is the only company globally that verifies child age and parental responsibility - our composable solution.

TRUSTELEVATE -ONLY HIGH ASSURANCE Patented technology and infrastructure to conduct privacy preserving checks	**CHILD AGE VERIFICATION** TrustElevate's platform relies on patented technology and authoritative data sources to provide a high level of confidence in the reliability of the checks	**VERIFIED PARENTAL RESPONSIBILITY** TrustElevate verifies the assertion of the parent-child relationship to allow parents to grant approval or revoke consent to the data processing as per regulatory requirements. The parent provides minimal data points, the child's name, DOB and parent's mobile number. These data points are checked against authoritative data sources
↑	↑	↑
MULTIPLE LOW AND MEDIUM ASSURANCE OPTIONS available via TrustElevate's composable architecture	**ADULT AGE / IDENTITY ESTIMATION** Serves as a proxy to establish this is the parent of a child - this provides a low to medium levels of assurance of Adult Child Connection. Methods include credit cards checks, combined with age estimation	**ADULT CHILD CONNECTION CONSENT** Adult provides consent on behalf of a child which equates with a low or medium level of assurance depending on the

TRUSTELEVATE IS THE ONLY PROVIDER OF ALL FOUR SOLUTIONS

TrustElevate offers multiple levels of assurance for companies, ranging from estimation to complete verification.

As we connect with authoritative data sources worldwide, we elevate the trust in checks conducted

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TrustElevate provides a flexible, adaptive, continuous-compliance service at affordable prices

TrustElevate's High Confidence Checks provide

- ✔ Highly Effective*
- ✔ Certainty
- ✔ Affordability
- ✔ Seamless user experience

TrustElevate's Low - Medium Confidence Checks provide

- ✔ Estimations / Indications
- ✔ Affordability
- ✔ Seamless user experience

*Regulators use the term "highly effective" to mean age assurance methods that are technically accurate, robust, reliable, and fair.

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TrustElevate: Low, Medium and High Confidence Checks

TRUSTELEVATE PRIORITIZES PRIVACY, EASE OF USE, & AFFORDABILITY

TrustElevate is the only company globally that provides the full spectrum of Low, Medium and High Confidence checks.

. TrustElevate makes High Confidence Checks as easy for users as Low Confidence Checks.

TrustElevate offers competitive pricing for maximum protection

SHIFTING FROM LOW-MEDIUM TO HIGH CONFIDENCE CHECKS

TrustElevate provides the full spectrum of low, medium and high confidence checks. What differentiates TrustElevate further is that as we gain access to the authoritative data sources, we run re-checks on the back-end which provides a Trust Uplift, all without disruption to users.

HIGH CONFIDENCE CHECKS

- TrustElevate enables businesses to reliably know which of your users are children, teenagers, or adults.

- We **verify** if someone claiming to be a parent actually has parental responsibility for a young child.

- We meet **regulations protecting children** online.

TRUST ELEVATION

- **TrustUplift:** a solution that's been **approved by the UK government**.

- **Giving you better results** than other age verification and consent options.

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How It Works

VERIFY

RECEIPT

MAINTAIN

TrustElevate enables you to verify age, verify parental responsibility, and obtain verifiable parental consent at any stage in the user experience.

You receive a "receipt" (i.e., verified credentials) for reuse within your own systems and online to comply with regulations, sell services and process payments worldwide.

Consent receipts have a limited lifetime and re-checks are conducted at set intervals.

How Does TrustElevate Stack Up?

	TrustElevate	Competition
Verifiable Parental Responsibility (VPR) score - high assurance for social media, gaming, streaming, payments, banks, fintech	👍	❌
Adult-Child Connection Indicator (ACCI) score - low assurance for social media, gaming, streaming	👍	👍
Verifiable Parental Consent (VPC) score - high assurance required by regulations	👍	❌
Verified Age 18+	👍	👍
Verified age <18	👍	❌
Age estimation all ages	👍	👍
Know Your Customer & Anti-Money Laundering	👍	👍
Ongoing updates (with no impact to users) based on changing regulations and country-specific laws	👍	❌

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Complete Data Security

"Security is not something you buy, it's something you do."

```
Hashing model
+-------------+           +-------------+         +---------------+
|   Parent    |           | Verification |         | Relying Party|
+-------------+           +-------------+         +---------------+
       |
       | Provides Proof (e.g., specific data points)
       v
+------------------+
| Hashing Function | (One-way function)
+------------------+
       |
       | Generates Hash (Unique String)
       v
+------------------+
| Verification DB  | (Pre-hashed data sources)
+------------------+
       |
       | Compares Hashes
       v
+------------------+
| Verification Result| (Match = Parental Responsibility /Consent / No
Match = No Consent)
+------------------+
       | (No PII revealed)
       v
+------------------+
| Result to Relying Party | (Confirmation only)
+------------------+
```
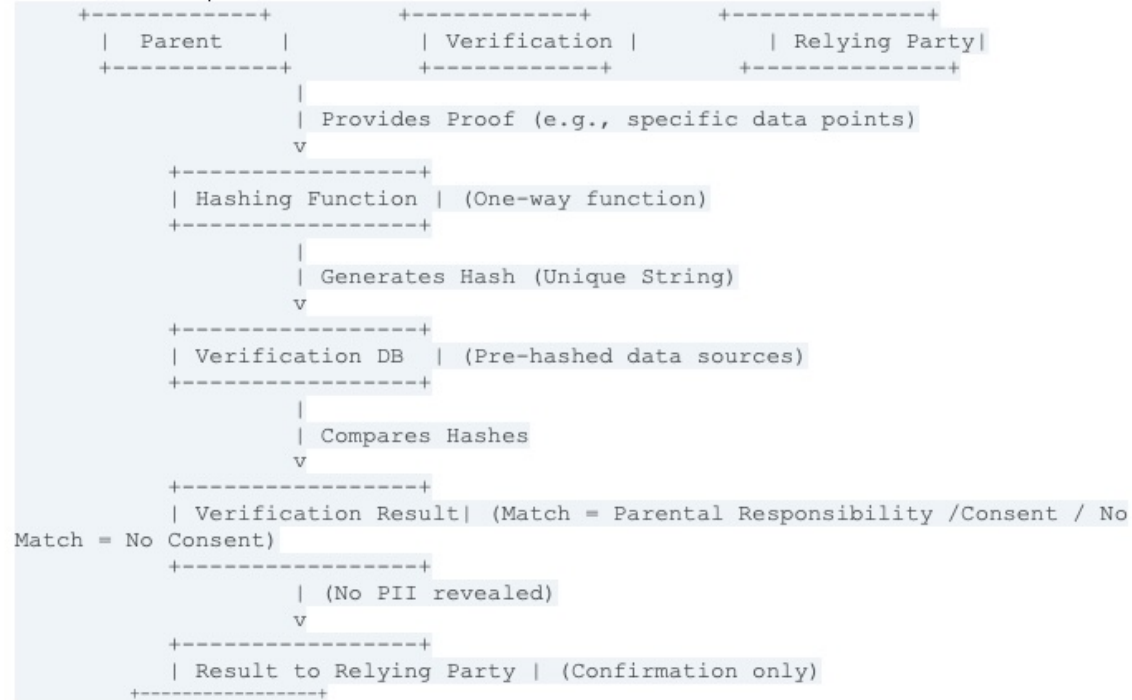
WE PROTECT DATA INTEGRITY:

Hashing creates a unique fingerprint for your data. Any change to the data will result in a completely different hash, allowing TrustElevate to easily detect tampering or corruption.

IMPROVED DATA PRIVACY:

By hashing sensitive information, we render it unreadable without compromising its verification. This helps protect personal data like social security numbers, credit cards, and other personally identifiable information.

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The Social Impact of Age Verification

REDUCES EXPOSURE TO INAPPROPRIATE CONTENT:

Age verification can limit children's access to age-restricted content, like violence, gambling, or mature themes, fostering a safer online environment.

PROTECTS FROM ONLINE PREDATORS:

By verifying users' ages, platforms can make it harder for predators to target children by filtering out interactions between them.

CURATES AGE-APPROPRIATE EXPERIENCES:

Age verification allows platforms to tailor content and features to specific age groups, providing a more developmentally appropriate online experience for children.

EMPOWERS PARENTS WITH CONTROL:

Age verification can work alongside parental controls, giving parents more confidence in knowing their children are interacting with appropriate content and users.

DISCOURAGES INAPPROPRIATE BEHAVIOR:

When users know their age is verifiable, it discourages online bullying and harassment, promoting a more respectful online environment for everyone.

SUPPORTS DIGITAL LITERACY EDUCATION:

Age verification can encourage conversations about responsible online behavior based on age, prompting discussions about digital citizenship with children.

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TrustElevate In Action
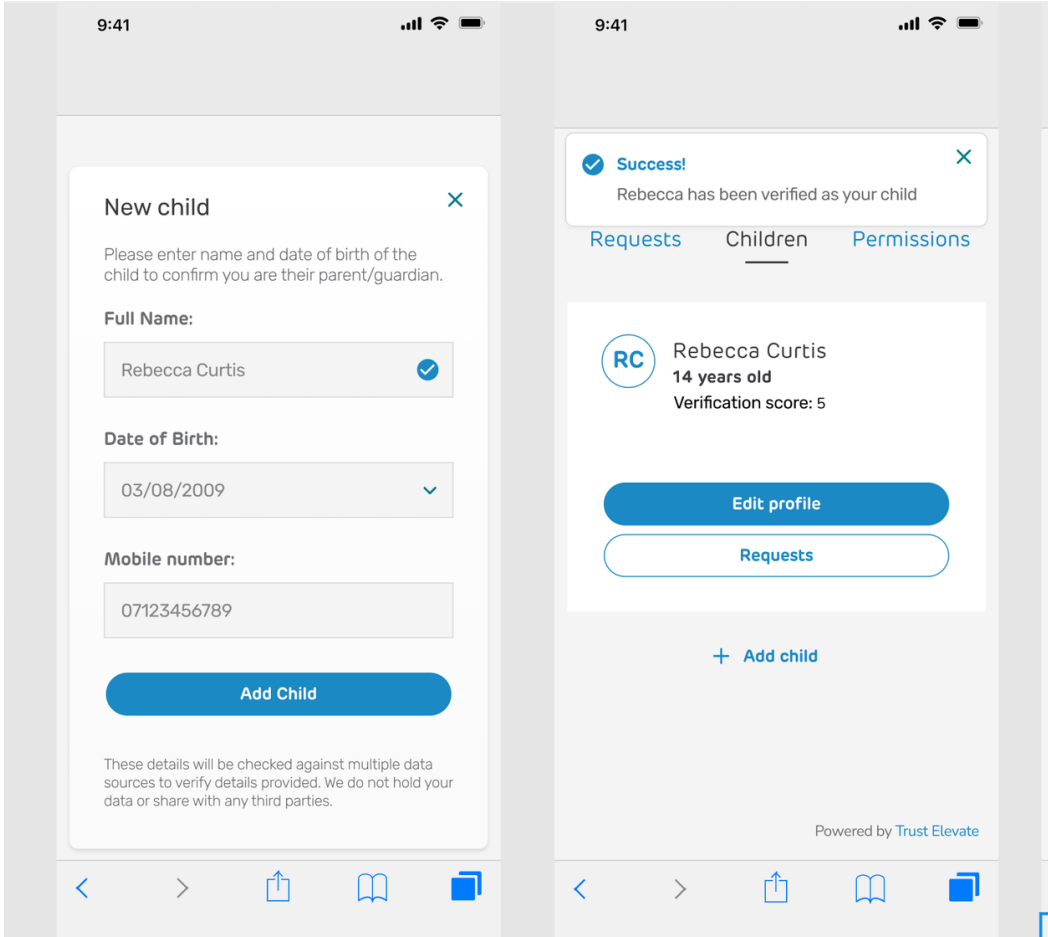
In Q1 2020, TrustElevate conducted trials with BT as a part of the UK Government's Verification of Children Online project. Experts said verifying children online was impossible to implement. TrustElevate proved them wrong with a user-friendly solution.

Who We Help

CHILDREN & YOUNG PEOPLE

TrustElevate provides a comprehensive solution that helps companies comply with children's privacy laws and regulations, while also building trust with parents.

PARENTS & GUARDIANS

TrustElevate provides a powerful solution that empowers parents with the tools they need to oversee their children's online activity and ensure their safety.

EDUCATORS

TrustElevate is free for schools and enables educators to enhance safeguarding, save time, and reduce budget pressures.

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Protect children, maintain **compliance**, and **build** trust with TrustElevate.

Trusted By

Awards, Investors, and Programmes

Leadership Team

DR RACHEL O'CONNELL

CEO

DAVID CLARKE

CISO

DAVID ELLIOTT

FRACTIONAL CFO

JEFF LERNER

FRACTIONAL CMO

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Thank You

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